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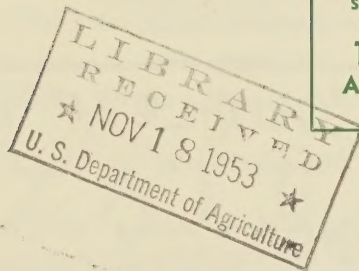
RETURN POSTAGE GUARANTEED

John's
PLANTS SEEDS BULBS

APOPKA, FLORIDA



"I WANT SOMETHING TO PEP UP THE NEXT
MEETING OF OUR GARDEN CIRCLE"



SEC. 34.66 P.L.&R.
U. S. POSTAGE
1½c Paid
APOPKA, FLA.
PERMIT NO. 4



PHOTO-COURTESY
BRAZILIAN
MINISTER
AGRIC.



Here Is a Foliage Plant Good Enough to Stake Our Reputation On!

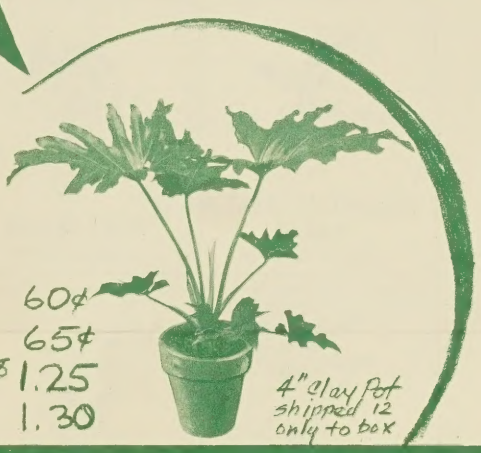
*Yes, from out of the rich
green BRAZILIAN JUNGLE
comes the newest, most
fascinating of all the
PHILODENDRONS*

PHILODENDRON SELLOUM JOHN'SII

THIS NEW, FAST-SELLING JOHN'SII
IS THE "NON-VINING" PHILO-
DENDRON WITH LARGE "CUT-LEAVES."

*Its beautifully balanced, erect growth
and dark-green color have captured
the public desire for plants of contrast-
ing foliage and structural design in
home and office*

- | | |
|--|--------|
| 3" PAPER POT - 4-6 leaves, 8-12" tall | 60¢ |
| 3" CLAY POT | 65¢ |
| 4" PAPER POT - 5-7 leaves, 12-20" tall | 8 1.25 |
| 4" CLAY POT | 1.30 |



Please Notice: SHIPPING RESTRICTIONS TERMS OF SALE SHIPPING UNITS AND WEIGHTS:

The below listed shipping units are the result of years of experience and incorporate the best packaging at plants in order to insure the best arrival condition and also take advantage of the best express weight rates.

Only full boxes of potted plants travel well and your ordering should be so based.
Remember that small orders boost the prorated express cost per plant and cut into your profits.

Plants wrapped in WAXED PAPER

- Best shipped in units of:
Box of 60 (Approx. wt. 14-19 lbs.)
Box of 100 (Approx. wt. 25-35 lbs.)
Box of 120 (Approx. wt. 30-38 lbs.)

Plants potted in PAPER POTS

- Shipped **only** in the following units
but can be assorted as to varieties.
2" pots — 60 or 120 to a box (wt. 15 or 28 lbs.)
2½" pots — 50 or 75 to a box (wt. 18 or 26 lbs.)
3" pots — 50 to a box (wt. 28 lbs.)
4" pots — 25 to a box (wt. 28 lbs.)

Plants in CLAY POTS

Shipped **only** in the following units
but can be assorted as to varieties.

- 2" pots — 50 to a box (Approx. wt. 25 lbs.)
2½" pots — 40 to a box (Approx. wt. 33 lbs.)
3" pots — 25 to a box (Approx. wt. 30 lbs.)
4" pots — 12 to a box (Approx. wt. 19 lbs.)

TIME OF SHIPMENT: Unless otherwise specified by you, your order will be scheduled for immediate shipment.

TERMS OF SALE: The savings of extra bookkeeping expense and credit losses helps me to maintain my present low prices in the face of increased production costs. Please send check or money order with your order or it will be shipped C.O.D. For those who wish credit I ask for three weeks to communicate with references.

CLAIMS: Every precaution is taken with regard to transit regulations to prevent losses, therefore, in the event of losses due to transit conditions, it is imperative that the consignee file a claim immediately with the carrier.

10% DISCOUNT: I can offer you bigger plants, grown especially for you, at a 10% discount if you order 5,000 or more and if you let me know 60 days in advance of shipping date. Frankly, I add the 5,000 extra cuttings to my regular production quota and set them aside for you. This eliminates risk and is worth the 10% discount. Production planning is a job and a 5,000 order without advance notice is no saving on my part over an order of 100 or 500. Let me hear from you as to how I can work with you on this.

LOW COST PLANTS AVAILABLE YEAR AROUND



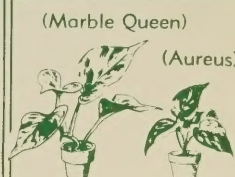
NEPHTHYTIS
(Liberica)



(Variegata) (Green)
PEPEROMIA



PHILODENDRON
(Cordatum)



(Marble Queen) (Aureus)
POTHOS
(Scindapsus)



CACTUS
(Cereus Peruvianus)



IVY
(Hahn)



IVY
(Grape)



AGAVE
(Sisalana) (Decepens)



**NEANTHE BELLA
PALM**
(Chamaedorea)



CRASSULA
(Aborescens)



SERRISA
(Foetida-Variegated)



DRACAENA
(Godseffiana)



**CHINESE
EVERGREEN**
(A. Simplex)



**PLANT
COMBINATION**



PODOCARPUS
(Maki)



ARDISIA
(Crenulata)



**SANSEVIERIA
HAHNII**



PHILODENDRON JOHNSII
(Selloum)



**PHILODENDRON
PERTUSUM**



**SANSEVIERIA
ZEYLANICA**

**SANSEVIERIA
LAURENTII**



**PHILODENDRON
DUBIUM**



**PHILODENDRON
HASTATUM**



**PHILODENDRON
MONSTERA**

DO NOT MIX CLAY WITH PAPER

DESCRIPTION AND PRICES

John
PLANTS SEE

NAME	DESCRIPTION	PAPER POT	CLAY POT
NEPHTHYTIS —			
Large dark green leaves.	2" pot (1 plant)	9c	10c
	2½" pot (2 plants)	18c	20c
	3" pot (3 plants)	25c	29c
VARIEGATED NEPHTHYTIS —Very colorful, smaller, crinkled leaves.	2" pot (1 plant)	15c	16c
PEPEROMIA —			
Many waxey, dark green leaves	2" pot (1 plant)	9c	10c
	2½" pot (2 plants)	18c	20c
	3" pot (3 plants)	25c	29c
VARIEGATED PEPEROMIA —	2" pot (1 plant)	20c	21c
PHILODENDRON —Number 1 in sales.	2" pot (1 plant)	9c	10c
(Cordatum) (Either long or short vines)	2½" pot (2 plants)	18c	20c
	3" pot (3 plants)	25c	29c
POTHOS AUREUS —Golden Variegation	2" pot (1 plant)	9c	10c
	3" pot (3 plants)	25c	29c
POTHOS MARBLE QUEEN —	2" pot (1 plant)	20c	21c
Snowy white variegation.	3" pot (1-3 plants)	35c	39c
CACTUS —FROM 2-5" tall in special soil.	2" pot (1 plant)	9c	10c
IVY —Hahn's	2" pot (1 plant)	9c	10c
	2½" pot (2 plants)	18c	20c
IVY —Grape—Large plant	2½" pot (1 plant)	18c	20c
AGAVES —Sisalana (Smooth edge) Order either			
Decepens (Rough edge) or Both.	2" pot (1 plant)	9c	10c
NEANTHE BELLA PALM			
"Perfect for Dish Gardens or Growing on."	2" pot (1 plant)	9c	10c
	— Likes shade.		
CRASSULA —Small, bushy and well shaped.	2" pot (1 plant)	9c	10c
	2½" pot (1 plant)	18c	20c
SERRISA —Very dainty, woody plant with perfect white margined leaves.	2" pot (1 plant)	9c	10c
DRACAENA —Slender woody plant—Large dark green leaves with white spots.	2½" pot (1 plant)	20c	22c
CHINESE EVERGREEN —4-6 leaves, 5-8" tall, Barerooted		25c	
5-8 leaves, 8-16" tall, 3" pot (1 plant)		45c	49c
For Every Use—Soil or Water—Planter or Pot			
ARDISIA —Woody, compact. Used in Juvenile stage. 5-8 wavy margined leaves.	2" pot (1 plant)	9c	10c
	2½" pot (1 plant)	18c	20c
PLANT COMBINATION —3 pot grown assorted plants frequently varied for best arrangement.	3" pot (3 plants)	25c	29c
PODOCARPUS —Dark green with light green top growth	2" pot (1 plant)	9c	10c
S. LAURENTII —(Gold Banded)			
The Special, 3-5 leaves, 12-20" tall.	} Wax Wrap	Bare	18c
The Regular, 2-3 leaves, 15-20" tall.		Rooted.	15c
The Rosette, 3-5 leaves, 4-8" tall.		Roots in	15c
		Sphagnum Moss.	9c
S. ZEYLANICA —3-4 leaves, 6-10" tall			
S. HAHNII —The New Patented Rosette.	2" pot	12c	14c
Pot Grown—Excellent Color.	2½" pot 1 plant)	20c	22c

LARGE "CUT-LEAF" PHILODENDRONS

P. JOHNSII — *featured on back of circular*

P. PERTUSUM — 4-6 leaves, 16-24" tall

This vining beauty is similar to P. Monstera; but has smaller leaves and vines in juvenile stage.

P. DUBIUM — 3-5 leaves, 10-18" tall

P. HASTATUM — 4-6 leaves, 10-15" tall

P. MONSTERA — 3-4 leaves, 15-24" tall

4"

Paper Pots

Minimum order of 12

for -- \$20.

Order an Assortment.

PAPER POTS

CLAY POTS ARE

SPECIAL AND SEASONABLE PLANTS

CLAY POT
10c
20c
29c
16c

Selected Ferns--- 20 Years of Experience Behind Them

WAX WRAP

PAPER POT

CLAY POT

BOSTON FERN
(Compacta)
TRUE BOSTON FERN
(Bostonensis)



For a 4" pot
For a 3" pot

Bare rooted.
Roots in
Sphagnum
Moss. 12c
15c

LACE TABLE FERNS

A delicate beauty with golden edged leaves.

Pot grown



2 1/2" pot

20c

22c

ASSORTED

Hidden Beauty



Ready Oct 15th to Feb. 15th

Hybrid AMARYLLIS BULBS

You will receive
a COLOR DISPLAY
a DIAGRAM
with every

with each order -
COUNTER CARD plus
"CULTURAL" SHEET
5 Bulbs.

SIZE BY
DIAMETER
2 1/4" Bulbs
2 1/2" Bulbs
2 3/4" Bulbs

PRICE
EACH
12c
15c
35c

Minimum Order 25 Bulbs

"Heirloom" Planters
Handmade of Real
FLORIDA CYPRESS

**FREE
DISPLAY
AIDES!**



**AS
SHOWN
HERE**

These beautifully grained Planters come
complete with Planter and Philodendron (as pictured)

... PLUS ...

"Christmas"
Your orders placed now (for delivery after NOV. 15
will include a Red Satin Bow on each Planter
and an exotic, attractive Cypress Knee with each order.

MINIMUM ORDER: 24 assorted planters \$21.60

F.O.B. APOKA, FLORIDA

Planters are Handmade so Xmas orders must be in by Nov. 10th
(Please give date you want them to arrive)

A Z A L E A S
FOR FORCING
KURUME TYPE FOR GROWING ON



The following varieties
are available: Hexe, Pink
Pearl, Snow, Sweetheart
Supreme, Mme. Pericat,
Christmas Cheer, Salmon
Beauty, Hinodegiri, Coral
Bell.

Strong bushy plants
grown in scientifi-
cally prepared soil.

PAPER POT
CLAY POT
3" pot 25c 29c
4" pot 45c 50c

SHIPPED ONLY IN FULL BOXES

Ship us as checked, F.O.B. Apopka, Florida, Express Collect

PLANTS IN WAX PAPER WRAP OR WAXED PAPER POT

4"	PHILODENDRON	JOHNSII	1.25
4"	P. MONSTERA	} Minimum 12 plants	20.00
4"	P. DUBIUM		
4"	P. HASTATUM		
4"	P. PERTUSUM		

___ Assts. of { ___ #15 Rocking Chairs
___ #16 Wheelbarrows
\$2160 24 planters and plants

Ship to

DEIACH ON BOILED LINI

62.17

= 1953

Ra

Special Offer!

SEE POSTCARD ENCLOSED

What is this worth to YOU?

Let me send you \$18 worth of assorted plants of my selection, with the understanding that in 30 days you are only to pay me for them in whatever amount you think they are worth. There is no catch or trick about this, at all.

I am running a nursery, and the only way that I solicit business is by circular. I selected you, out of the total mailing—people to whom I send circulars right along, and have had no answer.

I think my products will sell themselves, and so, instead of spending money on the advertising, I would rather use up the expense in sending plants to people.

Of course the whole hope is that, after you have had this \$18 assortment, at no risk to yourself, that you will develop into a steady customer.

All I ask is that, thirty days after the receipt of the shipment, that you send me a check for whatever you think fair, or a notation as to why you are not sending me anything.

The shipment will go forward express collect, from here, and you would be out only the express charges, and I will carry the risk on the eighteen bucks worth.

Finally, this offer is only available for the next thirty days, and providing that you send your acceptance on the enclosed card.

If you can figure out something fairer and more sensible than this idea, I would like to know it.

Might I hear from you?

Sincerely,
JOHN'S

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 4, Sec. 510 P.L.&R. APOPKA, FLORIDA

John's

APOPKA, FLORIDA

JOHN'S, Apopka, Florida.

Send me \$18 value in assorted plants, on the basis of your special offer.

Signed_____

Library
U.S. Dept of Agriculture
Washington 25, D. C.

THE PODOCARPUS OFFER IN YOUR
NEW FOLDER ALSO INTERESTS ME.
SEND ME THE ASSORTMENT
CHECKED BELOW:

1 ☐ 2 ☐ 3 ☐ 4 ☐

IF ABOVE NAME AND ADDRESS
ARE NOT CORRECT, PLEASE INDI-
CATE ON THIS CARD ANY CHANGE
YOU WISH US TO MAKE.